

# Perceptions

How they see us and the situation;  
Patterns and Filters

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# Overview

- Perceptual Patterns
  - What are they?
  - How are they useful?
- Cognitive Style
  - What is it?
  - Dimensions
  - What do you do with it?

# Analytical Workflow:

## General to Specific (Knowledge to Assessments)

Values, Beliefs, Worldview (*cultural anthropology/social psychology*)

Operational Behavioral History (*organizational dynamics*)

Perceptions

Motivations (Needs and Objectives)

Current Capabilities

Situational Factors

Decision Process

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# Perceptual Patterns

- Evidence suggests that distinct cultures have unique patterns of attention and perception,
- Appear to link back to worldview components
- Easterners pay more attention to the social world
- Causal attribution differences

# Cognitive Style

- Involve the form rather than the content of cognitive activity
- Cognitive styles are widespread dimensions that cut across the boundaries of the human mind...are holistic
  - Broader than cognition and include personality characteristics
- Consistent over time

# Nine Dimensions of Cognitive Style

- *Field independence versus dependence*
- *Scanning*
- *Breadth of categorizing*
- *Conceptualizing styles*
- *Cognitive complexity versus simplicity*
- *Reflectiveness versus impulsivity*
- *Leveling versus sharpening*
- *Constricted flexible control*
- *Tolerance for incongruous or unrealistic experiences*

# Summary

- Perceptual Patterns
  - Differences exist between cultures
  - Appear to be related to Worldviews
  - Useful part of understanding likely behaviors and planning influence operations
- Cognitive Style
  - Established approach used by educators
  - Observable from subject behaviors
  - Useful to understand decision-making process